



WXYZ

# ORDER

Print Date 10/26/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision      **314156 /**

Original Date / Revision  
10/08/12    10/08/12

Advertiser **MI Energy MI Jobs**

Agency    **Byrum & Fisk**

Buying Contact

**1322 G Street SE  
Washington, DC 20003**

Product  
**MI Energy MI Jobs**

Agency Com    15%

Billing Contact  
**1322 G Street SE  
Washington, DC 20003**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1742**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$33,851.25	\$39,825.00	0.00	10/01/12	10/15/12	25	\$33,851.25	\$39,825.00
<b>Totals</b>	<b>25</b>	<b>\$33,851.25</b>	<b>\$39,825.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/09/12	10/15/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-1---	:30	3	\$900.00	FX	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	11-1---		3		\$900.00		0.00				
N 2	WXYZ	10/10/12	10/10/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--W----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	--W----		1		\$2,000.00		0.00				
N 3	WXYZ	10/13/12	10/13/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 10/26/12

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Contract / Revision **314156** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs**

Estimate # **1742**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/13/12	10/13/12	SA 8-10am Action NewsCM SA 8-10am Action News		8-10a	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-					1	\$900.00		0.00			
N 4	WXYZ	10/09/12	10/15/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111--					5	\$1,200.00		0.00			
N 5	WXYZ	10/09/12	10/15/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111--					5	\$1,000.00		0.00			
N 6	WXYZ	10/10/12	10/12/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	--1-1--					2	\$1,400.00		0.00			
N 7	WXYZ	10/10/12	10/12/12	6p News 6-630pm M-F	CM	6-630pm M-F	--1-1--	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	--1-1--					2	\$2,500.00		0.00			
N 8	WXYZ	10/11/12	10/15/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1--1--1	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	1--1--1					3	\$4,000.00		0.00			
N 9	WXYZ	10/13/12	10/13/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-					1	\$175.00		0.00			
N 10	WXYZ	10/14/12	10/14/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S					1	\$250.00		0.00			
N 11	WXYZ	10/12/12	10/12/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	----F--					1	\$3,000.00		0.00			
Totals														25	\$39,825.00